WINSTON SELECT FULL FLAVOR 100 BOX

Objective

- Introduce Winston Select FF Box 100 with minimal RJR involvement

Program Overview

- Gain distribution
- Sell promotional program
- Pack and ship promotional program
- Place temporary displays
- Place temporary advertising

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Source: https://www.industrydocuments.ucsf.edu/docs/slhn0000

Program Requirement

- Maintain all current Winston Select sku's

Program Payment

- $1.00 per carton

Payment Method

- $1.00 per carton payment off invoice on all Winston Select Full Flavor Box shipped beginning June 5, 1995 through December 29, 1995

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Source: https://www.industrydocuments.ucsf.edu/docs/slhn0000

Direct Account Reccommended Activities

- Gain retail distribution
- Place/distribute pre-assembled displays
- Place/distribute temporary advertising

Package Outlets

- Sell temporary counter displays and ship to retail
- Sell package promotion and ship to retail
- Sell product for permanent displays
- Place temporary advertising

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Source: https://www.industrydocuments.ucsf.edu/docs/slhn0000

Carton Outlets

- Sell small supplemental displays featuring Select 100 Box and ship to retail
- Distribute temporary advertising and place where feasible

Support Tool

- A .40 off one pack promotion will be offered as a tool to introduce Winston Select FF 100 Box
- Winston Select FF 100 Box can also be included in upcoming premium offers and DPC programs

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Support Materials

- .40 off VPR's
- Special Select FF 100 Box temporary counter display
- Dump bin riser cards
- Special star burst

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Selling Suggestions

- Schedule meeting with jobber sales force to explain program and discuss ways to inctease sales
- Use placement on our permanent counter displays as a selling tool
- Tele-marketing support
- Send out flyers
- Add to order sheets/order books

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- **SELECT FF BOX 100 NOT ONLY DRIVES THE $1.00 PAYMENT BUT ALSO WILL HELP MAXIMIZE EARNINGS IN THE PARTNERS PROGRAM**

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